

PENDING CLAIMS AS AMENDED

Please amend the claims as follows:

CLAIMS

1. (Original) An apparatus for making an asset apparent to an individual, comprising:
 - a receiver for receiving a request from a wireless communication system for having the asset make itself apparent and providing the request to a processor;
 - the processor for receiving the request and for generating a command to make the asset apparent; and
 - an interface for providing the command to a device on the asset, the device for making the asset apparent to the individual.
2. (Original) The apparatus of claim 1, wherein the device comprises illumination circuitry.
3. (Original) The apparatus of claim 1, wherein the device comprises audio control circuitry.
4. (Original) The apparatus of claim 1, wherein said request comprises a selected appetency action and said processor generates said command based on said selected appetency action.
5. (Original) The apparatus of claim 1, wherein said processor generates a list of available appetency actions in response to receiving said request and said apparatus further comprises a transmitter for transmitting the list of available appetency actions to a remote entity;

wherein said receiver receives a second request for making said asset apparent, said second request comprising a selected appetency action from said list of available appetency actions.

6. (Original) The apparatus of claim 1 further comprising a timer for providing an elapses time to said processor, said processor for determining whether the asset was located prior to expiration of a predetermined amount of time for locating the asset.

7. (Original) The apparatus of claim 6, wherein said processor generates a message indicative of whether the asset was located prior to expiration of the predetermined amount of time, wherein said apparatus further comprises a transmitter for transmitting the message to a remote entity.

8. (Original) The apparatus of claim 1 further comprising:
a timer for determining the current time of day and providing the current time of day to the processor;
said processor for using the current time of day for determining a way in which to make the asset apparent.

9. (Original) The apparatus of claim 1 further comprising:
a position sensor for determining a location of the asset;
wherein said request comprises a location of an individual requesting that the asset make itself apparent, and said processor is further for using the location of the asset and the location of the individual for determining a way in which to make the asset apparent.

10. (Original) A wireless communication device for making an asset apparent to an individual, comprising:
an input for allowing the individual to enter an identification code corresponding to the asset;

a processor for receiving the input and generating a request to make the asset apparent, the request including the identification code; and
a transmitter for transmitting the request to the asset.

11. (Original) The wireless communication device of claim 10, wherein said transmitter comprises a cellular transmitter.

12. (Original) The wireless communication device of claim 10, wherein the input is further for receiving a selected method of asset appetency and wherein the request further comprises the selected method.

13. (Original) The wireless communication device of claim 10, further comprising:
an output for providing a list of available appetency actions that the asset is able to perform to the individual;
the input further for allowing the individual to select one of the available appetency actions;
wherein the processor is further for generating the request based on the selected one of available appetency actions.

14. (Original) The wireless communication device of claim 12, further comprising a receiver for receiving the list of available appetency actions from a remote entity.

15. (Original) The wireless communication device of claim 10, further comprising:
a position detector for determining a current location of the wireless communication device;
wherein the request further comprises the current location of the wireless device for use in determining an appetency action.

16. (Original) The wireless communication device of claim 10, further comprising:
a timer for determining the current time of day;
wherein the request further comprises the current time of day for use in determining an appetency action.
17. (Original) An apparatus for making an asset apparent to an individual, comprising:
a receiver for receiving a request directly from a wireless communication device for having the asset make itself apparent and providing the request to a processor;
the processor for receiving the request, for determining how to make the asset apparent and for generating a command to make the asset apparent; and
an interface for providing the command to a device on the asset, the device for making the asset apparent to the individual.
18. (Original) The apparatus of claim 17, wherein the device comprises illumination circuitry.
19. The apparatus of claim 17, wherein the device comprises audio control circuitry.
20. (Original) The apparatus of claim 17, wherein said request comprises a selected appetency action and said processor generates said command based on said selected appetency action.
21. (Original) The apparatus of claim 17, wherein said processor generates a list of available appetency actions in response to receiving said request and said apparatus further comprises a transmitter for transmitting the list of available appetency actions to a remote entity; wherein said receiver receives a second request for making said asset apparent, said second request comprising a selected appetency action from said list of available appetency actions.

22. (Original) The apparatus of claim 17 further comprising a timer for providing an elapsed time to said processor, said processor for determining whether the asset was located prior to expiration of a predetermined amount of time for locating the asset.

23. (Original) The apparatus of claim 22, wherein said processor generates a message indicative of whether the asset was located prior to expiration of the predetermined amount of time, wherein said apparatus further comprises a transmitter for transmitting the message to a remote entity.

24. (Original) The apparatus of claim 17 further comprising:
a timer for determining the current time of day and providing the current time of day to the processor;
said processor for using the current time of day for determining a way in which to make the asset apparent.

25. (Original) The apparatus of claim 17 further comprising:
a position sensor for determining a location of the asset;
wherein said request comprises a location of an individual requesting that the asset make itself apparent, and said processor is further for using the location of the asset and the location of the individual for determining a way in which to make the asset apparent.

26. (Original) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for making an asset apparent, said method comprising operations of:
receiving an identification code corresponding to said asset;
generating a request to make said asset apparent; and
transmitting said request directly to said asset corresponding to said identification code.

27. (Original) The signal-bearing medium of claim 26, further comprising operations of:

receiving a selected appetency method from a requesting individual; wherein the operation of generating a request to make said asset apparent comprises the operation of including said selected appetency method along with said request.

28. (Original) The signal-bearing medium of claim 26, further comprising operations of:

providing a list of available appetency actions that the asset is able to perform to an individual;

receiving a selected appetency action from the individual, the selected appetency action chosen from said list of available appetency actions;

wherein the operation of generating a request to make said asset apparent comprises the operation of including said selected appetency method along with said request.

29. (Original) The signal-bearing medium of claim 28, further comprising operations of:

receiving the list of available appetency actions from a remote entity.

30. (Original) The signal-bearing medium of claim 26, further comprising operations of:

determining a current location of the signal-bearing medium;

wherein the operation of generating a request to make said asset apparent comprises the operation of including said current location of the signal-bearing medium for use in determining an appetency action.

31. (Original) The signal-bearing medium of claim 26, further comprising operations of:

determining the current time of day;

wherein the operation of generating a request to make said asset apparent comprises the operation of including said time of day for use in determining an appetency action.

32. (Original) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for making an asset apparent, said method comprising operations of:

- receiving an identification code corresponding to said asset;
- generating a request to make said asset apparent; and

transmitting said request to said asset corresponding to said identification code over a wireless communication network.

33. (Original) The signal-bearing medium of claim 32, further comprising operations of:

- receiving a selected appetency method from a requesting individual; wherein the operation of generating a request to make said asset apparent comprises the operation of including said selected appetency method along with said request.

34. (Original) The signal-bearing medium of claim 32, further comprising operations of:

- providing a list of available appetency actions that the asset is able to perform to an individual;

- receiving a selected appetency action from the individual, the selected appetency action chosen from said list of available appetency actions;

- wherein the operation of generating a request to make said asset apparent comprises the operation of including said selected appetency method along with said request.

35. (Original) The signal-bearing medium of claim 34, further comprising operations of:

- receiving the list of available appetency actions from a remote entity.

36. (Original) The signal-bearing medium of claim 32, further comprising operations of:

determining a current location of the signal-bearing medium;

wherein the operation of generating a request to make said asset apparent comprises the operation of including said current location of the signal-bearing medium for use in determining an appetency action.

37. (Original) The signal-bearing medium of claim 32, further comprising operations of:

determining the current time of day;

wherein the operation of generating a request to make said asset apparent comprises the operation of including said time of day for use in determining an appetency action.

38. (Original) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for making an asset apparent, said method comprising operations of:

receiving a request from a wireless communication system for having the asset make itself apparent;

generating a command to make the asset apparent; and

providing the command to a device on the asset, the device for making the asset apparent to the individual.

39. (Original) The signal-bearing medium of claim 38, wherein said request comprises a selected appetency action and said command is based on said selected appetency action.

40. (Original) The signal-bearing medium of claim 38, further including operations of:

generating a list of available appetency actions in response to receiving said request;
transmitting the list of available appetency actions to a remote entity; and
receiving a second request for making said asset apparent, said second request
comprising a selected appetency action from said list of available appetency actions.

41. (Original) The signal-bearing medium of claim 38 further comprising operations
of:

determining an elapsed time since the request was received;
determining whether the asset was located prior to expiration of a predetermined amount
of time.

42. (Original) The signal-bearing medium of claim 38 further comprising operations
of:

determining an elapsed time since the request was generated;
determining whether the asset was located prior to expiration of a predetermined amount
of time.

43. (Original) The signal-bearing medium of claim 42 further comprising operations
of:

generating a message indicative of whether the asset was located prior to expiration of the
predetermined amount of time; and
transmitting the message to a remote entity.

44. (Original) The signal-bearing medium of claim 38 further comprising operations
of:

determining the current time of day;
determining how to make said asset apparent using said current time of day.

45. (Original) The signal-bearing medium of claim 38, wherein said request comprises a location of an individual requesting that the asset make itself apparent, further comprising operations of:

determining a location of the asset; and

using the location of the asset and the location of the individual for determining a way in which to make the asset apparent.